

Are you ready to

 **listen**



citizenscape

“In the face of low voter turnout in 2009, county councils saw web traffic double by providing election results via social media.” www.lga.gov.uk

“Fewer and fewer people are exercising their democratic rights and the legitimacy of all aspects of government suffers as a result.”

Times Leader

“Our democracy faces a major problem of disenchantment and disengagement - at times, even mutual incomprehension between citizen and the state.”

Dame Jane Roberts,
Councillors Commission

There's been a lot of talk about the

democratic deficit

“There's a democratic deficit at the heart of UK policymaking”

David Wearing,
Guardian

“Britain has a democratic deficit as big as its budget deficit”

Sajid Javid,
Conservative PPC



...And there's been a lot of talk about the
digital divide

“Politicians should use Twitter and Facebook to engage with citizens and keep up to date with areas of interest.”

Hansard Society

“Social networking has increased more than any other online use in the last two years.” Nielsen

“Getting everyone online would save government £1bn a year and boost the economy by £20bn.”

Martha Lane Fox, Digital Inclusion Taskforce

“More than 70% of people use the internet.”

Statistics.gov.uk

“Failure to engage with the trend is tantamount to decrying the telephone at the end of the 19th century.” Socitm

There's been a lot of talk
about the potential of the
internet and
social media

Barack Obama's 'Change' campaign
attracted more than 5 million social
network supporters, raised \$500
million online and gained 240
times more followers on Twitter
than John McCain.

**"The web has brought
about an enormous
transformation"**

Dr Aleks Krotoski, Presenter,
BBC's Virtual Revolution

**"Councils are now
using the web and social
media to help manage
local emergencies."**

Twitter Gritters Report

**"Social media may help
address the looming budget
issues by engaging citizens,
delivering services and
empowering employees
in new ways of working"**

David Wearing, Guardian

**"A new world...
a new democracy...
a new way of people
coming together."**

Stephen Fry

But what can you
do with all this

 **talk**



You could just...

 **listen** 



Welcome

Welcome to Citizenscape, an aggregator of social media content.

This site is built using Citizenscape and shows the range of widgets which are available to explore the conversations, ideas and technology needed to listen to local communities.

Your photos



Twitter feed

Steven Tuck: @carthaggerty You're right :-). I've had some great help and support from the good folk
2010-03-10T18:35:29

carthaggerty: @curiousc @steventuck virtual help desk via the #virtualth tag - great response
2010-03-10T18:17:57

Steven Tuck: @curiousc Will do blanks. Though it must be simple.
2010-03-10T18:15:17

Curiousc: @StevenTuck



"Our democracy faces a major problem of disenchantment and disengagement – at times, even mutual incomprehension between citizen and the state."

Dame Jane Roberts, Councillors Commission

Catherine Howe's blog

Curiouscatherine's Blog
Thinking about using the social web to do democratic things...

Dana Boyd interview: Teenagers online and some really good observations....
Sun, 07 Mar 2010 19:32:19 +0000
I just wanted to point out this interview with Danah Boyd – I like the fact that she makes it clear that so much of the behaviour we see online...

Likeminds and the need to wrestle social media from the marketing people
Sat, 27 Feb 2010 11:25:10 +0000
Great energy at the likeminds conference and I wanted to try and capture some of my observations from the day before they go cold. The first obse...

A short appreciation of my new iphone
Sun, 21 Feb 2010 10:04:17 +0000
Having mentioned it more than a few times I thought I should document my impressions of the iPhone – now we have been living together for...

Who should build the building???

YouTube



Events calendar

March 2010

- Children's workshops
- Farmer's market

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7

www.demsoc.org

The Democratic Society blogs

Michael Foot: Telegraph respectful, web commenters still vile.
Wed, 03 Mar 2010 14:15:06 +0000

Europe's economic and foreign policy government
Mon, 01 Mar 2010 17:54:12 +0000

Patriot missive
Sun, 28 Feb 2010 14:37:18 +0000

Tea for one. White, please
Thu, 25 Feb 2010 16:51:00 +0000

The bad manners of dissolving Parliament
Thu, 25 Feb 2010 09:29:25 +0000

Oscars switch from FPTP to AV – will it change the result?

Citizenscape is the tool to help you cut through the complexity and confusion of social media. It will help you harness the overwhelming potential of the web by giving you the building blocks you need to create a permanent civic webspace.

Your citizens are already talking online, they're just not talking to you. Citizenscape gives you the tools you need to join the conversation and all you have to do right now is...

listen!



Citizenscape is a simple, manageable and cost-effective way for you to start getting involved in all the local social media conversations that are already taking place without you. If you haven't already got a cast iron, watertight plan for how your council manages social media, then Citizenscape can help:

- It brings all the local social media conversations into one place where you can create a single conversation
- It's a permanent civic space where local democracy can take place online
- It's a space where you can engage with citizens as equal partners
- It's a space where democracy can be co-created
- It's a space from which you can reach out into the world wide web
- It can transform the way your local communities work online

Citizenscape recognises that one of the reasons there is a digital divide is that although citizens are engaging online, councils are not engaging with online citizens.

Citizenscape gives you everything you need to start to **listen** to your online citizens. And when you're ready, we can help you use the power of social media to connect more people to the local democratic process by using Citizenscape to **discuss** with and empower your citizens online.





Public-i is the leading provider of strategies and technologies for engaging people in local democracy.

We work with the Public Sector at a local level to provide cost effective and innovative products which create democratic and social value from new technologies.

We have been serving this sector for more than a decade, which means we've kept our existing clients up to speed with the very latest developments in eDemocracy and social media.

We do this by constantly developing strategies, products and services that are designed to make it as easy as possible for our clients to make the most of new technologies.

Looking forward to the next decade, our aim is to lead the market in providing affordable and effective solutions that respond to the changing needs of the Public Sector at a local level.

For more information about Public-i please either call or email us:

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www.public-i.info/citizenscape

Glossary

Social media

'Social media' refers to the many different tools people now use to interact with each other both online – in the virtual world – and offline – in the real world.

This includes:

- Emails and blogs
- Facebook, MySpace, Bebo, etc, where people connect with friends
- Twitter, where people share snippets of conversation
- LinkedIn, where professionals network online with people they want to do business with offline

One of the defining features of social media is the fact that people create the content – rather than just being broadcast to – and providers focus on using and encouraging that content.

Twitter

Twitter is another social networking site and one of the fastest growing areas of social media. It differs from the other examples through its 'real-time' service where people talk about what is happening right now – it can also be linked to location data so you can talk about what is happening right here, as well as right now. Mobile usage of Twitter is also starting to show us the potential of phones and other devices.

Webspace

A 'webspace' is a shared area online defined by the users as well as the host organisation, where the content may come from many different sources. Citizenscape is a webservice in which local authorities can interact with participants using social media sites such as Facebook and Twitter in order to create a form of shared democratic conversation that is collaborative and reciprocal.

Virtual world

The word 'virtual' is often used to describe content and connections which exist online – on the internet. The virtual world in this context is actually very real – people create real content and have real connections to each other which can complement and enhance their effect in the 'real' world.

Facebook / LinkedIn

Facebook et al. are all examples of social networking sites. Users typically create an online profile of themselves and interact with friends and associates in their social network. Typical interactions include sharing photos, or posting comments to other profiles. Facebook and LinkedIn are the best-known examples but many other social networking sites exist. What is interesting is how they all differ in terms of the type of people and the nature of the conversations that you have there.

Hyperlocal

Hyperlocal describes grass root communities which organise online while being focused on a defined geographical area. The key points are community and the link to an actual place, as well as the underlying sense of civic purpose. The 'hyper' in the local comes from the fact that these communities tend to be formed around areas which are considerably smaller than any democratic decision making unit – the exception being the parish level. There is no technological commonality across these sites - the unifying themes are location and the aidea of civic purpose and community.

Widgets

Widgets are individual pieces of online content that can function independently from each other. What this means is that rather than being a single page that needs to be managed as a whole, a Citizenscape page is made up of flexible, modular elements – widgets – which can then be quickly added to or changed to respond to your current needs. Widgets can also be used outside of the Citizenscape container – and are called travelling widgets – which means that you can have an easily maintained presence on external sites.



**Listen...
with us**



www.public-i.info